



September 6, 1995

M. A. Belniak
Key Account Manager

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TO: BOSTON R.O.U.
NEW YORK METRO R.O.U.
BUFFALO R.O.U.

FOR: DISSEMINATION TO SALES REPRESENTATIVES WITH
STOP & SHOP SUPERMARKETS -- CID #0533 00 00

RE: VALUE \$ENSE BUYDOWN EXTENDED!

Ladies and Gentlemen:

Please be advised that the buydown of all "Value \$ense" brands in the Stop & Shop Supermarket chain has been extended through October 7, 1995.

Effective 8/13/95 through 10/7/95, the price of Value \$ense is reduced as follows:

\$2.00 per Carton
\$.20 per Pack

Please ensure that price communication on both the carton fixture and ECD clearly informs the consumer of these discounted rates on the Value \$ense brand family.

Thank you for your help.

Sincerely,

M. A. Belniak

MAB/nsk

cc: All Retail Managers
All Division Managers

<u>Sales</u>		<u>Retail</u>	
1221		1222	
<u>1222</u>	<u>5, 8, 9</u>	1223	
1223		1226	
1224		1229	
1225		ROM	
1226		PC	SC
1229		MC	PA
1240			
1244		RSM	RBM

51855 1173